



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
934299-1	07/29/12	July 2012	06/25/12 - 07/24/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Advertiser	Product	Estimate Number
Obama/D/President	101- Candidate Orders	1479: Add to Sched

Flight Dates	Order #	Alt Order #
07/20/12 - 07/24/12	934299	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/20/12	07/24/12	5a Eyeopener	5-6a	-----	:30	0	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 -----F-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 07/20/12 5:30 AM 5a Eyeopener 5-6a :30 0FA- 12- P- 069H \$500.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MT----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 07/24/12 5:30 AM 5a Eyeopener 5-6a :30 0FA- 12- P- 069H \$500.00 NM									
2	07/20/12	07/24/12	5a Weekend Eyeopener	Sa/Su 5a-6a	-----	:30	0	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 -----SS 2 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Sa 07/21/12 5:42 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 0FA- 12- A- 071H \$125.00 NM 1 WCVB Su 07/22/12 5:40 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 0FA- 12- A- 071H \$125.00 NM									
3	07/20/12	07/24/12	6a Eyeopener	558-7a	-----	:30	0	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 -----F-- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 07/20/12 6:43 AM 6a Eyeopener 558-7a :30 0FA- 12- A- 071H \$900.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/23/12 07/29/12 MT----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 07/24/12 6:29 AM 6a Eyeopener 558-7a :30 0FA- 12- A- 071H \$900.00 NM									
4	07/20/12	07/24/12	6a Weekend Eyeopener	558-7a	-----	:30	0	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 -----SS 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Sa 07/21/12 6:21 AM 6a Weekend Eyeopener 558-7a :30 0FA- 12- P- 069H \$400.00 NM 1 WCVB Su 07/22/12 6:42 AM 6a Weekend Eyeopener 558-7a :30 0FA- 12- P- 069H \$400.00 NM									
5	07/20/12	07/24/12	Good Morning America	658-9a	-----	:30	0	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers



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Lehigh Valley, PA 18002-6874

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	07/20/12	07/24/12	Good Morning America	658-9a	-----	:30	0	\$1,200.00	NM
07/16/12 07/22/12 ---- F-- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 07/20/12 7:25 AM Good Morning America 658-9a :30 OFA- 12- P- 069H \$1,200.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/23/12 07/29/12 MT----- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 07/23/12 7:59 AM Good Morning America 658-9a :30 OFA- 12- A- 071H \$1,200.00 NM									
6	07/20/12	07/24/12	Weekend GMA	7-8a	-----	:30	0	\$700.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/16/12 07/22/12 ----- SS 2 \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 07/21/12 7:41 AM Weekend GMA 7-8a :30 OFA- 12- A- 071H \$700.00 NM 2 WCVB Su 07/22/12 7:59 AM Weekend GMA 7-8a :30 OFA- 12- A- 071H \$700.00 NM									
7	07/20/12	07/24/12	8a Sat Wknd Eyeopener	Sa 8a-9a	-----	:30	0	\$700.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/16/12 07/22/12 ----- S- 1 \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Sa 07/21/12 8:19 AM 8a Sat Wknd Eyeopener Sa 8a-9a :30 OFA- 12- P- 069H \$700.00 NM									
8	07/20/12	07/24/12	8a Sun Wknd Eyeopener	Su 8-10a	-----	:30	0	\$450.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/16/12 07/22/12 ----- S 1 \$450.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Su 07/22/12 9:43 AM 8a Sun Wknd Eyeopener Su 8-10a :30 OFA- 12- P- 069H \$450.00 NM									
Total Spots							14		

Payment Terms 30 Days

<u>Gross Total</u>	\$8,800.00
<u>Agency Commission</u>	\$1,320.00
<u>Net Amount Due</u>	\$7,480.00